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# ORDER

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Flight Dates 07/27/12-08/10/12

<u>Contract / Revision</u>	<b>305998</b>	/	<u>Product</u>
			<b>RNC</b>
<u>Original Date / Revision</u>	<u>Agency Com</u>	15%	<u>Billing Type</u>
08/06/12	08/06/12		<u>Order Type</u>
			<u>Billing Contact</u>
<u>Advertiser</u> <b>Republican National Commi</b>			
815 Slaters Lane			
Alexandria, VA 22314			
<u>Agency</u>	<b>National Media Inc</b>		
<u>Buying Contact</u>	<u>Sales Office</u>	EWSDC	<u>Product Codes</u>
815 Slaters Lane	<u>Sales Region</u>	NAT	<u>Priority</u>
Alexandria, VA 22314	<u>Agency Ref</u>		<u>Advertiser Ref</u>

<u>Order Sep</u>	00:20:00		
<u>Estimate #</u>	<b>2892</b>		
<u>Alt Order #</u>			
<u>Billing Type</u>	Cash		
<u>Order Type</u>	GENERAL		
<u>Billing Cycle</u>	EOM/EOC		
<u>Billing Calendar</u>	BROADCAST		
<u>Demographic</u>	A25-54		
<u>Rev Codes</u>	POL	POL	PARTY
<u>Product Codes</u>	PL		
<u>Priority</u>	P-1		

Primary Account Executive  
Daniel Baylog

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Daniel Baylog	100%		

<u>Order Share %</u>	<u>Market Value</u>	
<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

<b>Order Totals</b>				<b>Billing Plan</b>					
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	8	\$3,612.50	\$4,250.00	0.00	06/25/12	07/29/12	8	\$3,612.50	\$4,250.00
August 2012	39	\$18,819.00	\$22,140.00	0.00	07/30/12	08/10/12	39	\$18,819.00	\$22,140.00
<b>Totals</b>	<b>47</b>	<b>\$22,431.50</b>	<b>\$26,390.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<b>Totals</b>
														Spots
E 1	WCPO	07/27/12	08/10/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	9 \$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>								
		Week: 07/27/12	08/02/12	MTWTF--		4	\$400.00							
		Week: 08/03/12	08/09/12	MTWTF--		4	\$400.00							
		Week: 08/10/12	08/16/12	---- F--		1	\$400.00							
E 2	WCPO	07/28/12	08/04/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	2 \$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>								
		Week: 07/27/12	08/02/12	---- S-		1	\$500.00							
		Week: 08/03/12	08/09/12	---- S-		1	\$500.00							



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Original Date / Revision 08/06/12 / 08/06/12

Hiatus DatesOrder Sep 00:20:00Advertiser **Republican National Comrr** Product **RNC**Estimate # **2892**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
E 2	WCPO	07/28/12	08/04/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00
E 3	WCPO	07/29/12	08/05/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	2	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/12	08/02/12	-----S		2				\$450.00		0.00			
		Week: 08/03/12	08/09/12	-----S		2				\$450.00		0.00			
E 4	WCPO	07/27/12	08/09/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	2	\$260.00	P-3	0.00	NM	4	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/12	08/02/12	MTWTF--		2				\$260.00		0.00			
		Week: 08/03/12	08/09/12	MTWTF--		2				\$260.00		0.00			
E 5	WCPO	07/27/12	08/10/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	11	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/12	08/02/12	MTWTF--		5				\$500.00		0.00			
		Week: 08/03/12	08/09/12	MTWTF--		5				\$500.00		0.00			
		Week: 08/10/12	08/16/12	----F--		1				\$500.00		0.00			
E 6	WCPO	08/03/12	08/10/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	1	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/03/12	08/09/12	MTWTF--		1				\$600.00		0.00			
		Week: 08/10/12	08/16/12	----F--		1				\$600.00		0.00			
E 7	WCPO	07/27/12	08/02/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/12	08/02/12	MTWTF--		1				\$850.00		0.00			
E 8	WCPO	07/29/12	08/05/12	SU 6-7p News SU 6-7p News	CM	558-7p (6:00 PM-6:30 PM)	-----S	:30	1	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/12	08/02/12	-----S		1				\$700.00		0.00			
		Week: 08/03/12	08/09/12	-----S		1				\$700.00		0.00			
E 9	WCPO	07/27/12	08/09/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	MTWTF--	:30	1	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/12	08/02/12	MTWTF--		1				\$1,600.00		0.00			
		Week: 08/03/12	08/09/12	MTWTF--		1				\$1,600.00		0.00			
E 10	WCPO	07/27/12	08/10/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/12	08/02/12	-----S		2				\$900.00		0.00			
		Week: 08/03/12	08/09/12	-----S		2				\$900.00		0.00			
		Week: 08/10/12	08/16/12	----F--		1				\$900.00		0.00			
E 11	WCPO	07/27/12	08/09/12	M-F 1135p-1202a Night! CM M-F 1135p-1202a Night!	CM	1135p-1202a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/12	08/02/12	MTWTF--		1				\$400.00		0.00			
		Week: 08/03/12	08/09/12	MTWTF--		3				\$400.00		0.00			
E 12	WCPO	08/04/12	08/04/12	SA 6-7p News SA 6-7p News	CM	558-7p (6:00 PM-6:30 PM)	-----S-	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/03/12	08/09/12	-----S-		1				\$700.00		0.00			



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Totals

47 \$26,390.00